

## Message Text

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ACTION EUR-12

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P R 250400Z NOV 75

FM AMEMBASSY STOCKHOLM

TO USDOC WASHDC PRIORITY

INFO SECSTATE WASHDC 6239

AMEMBASSY COPENHAGEN

AMEMBASSY HELSINKI

AMEMBASSY OSLO

UNCLAS STOCKHOLM 5957

FOR BIC/OIM

E.O. 11652: N/A

TAGS: BEXP, SW

SUBJECT: COMMERCIAL PROGRAM: STC EVENTS: ENERGY SYSTEMS EXHIBITION,

FY 77 SCHEDULE

1. RECENTLY SUBMITTED ENERGY SYSTEMS MARKET RESEARCH INDICATES DIFFICULTIES TO BE EXPECTED IN PROCURING GOOD EXHIBITION THIS THEME. E.G. MANUFACTURERS OF LARGE EQUIPMENT SUCH AS GAS TURBINES APPEAR TO BE THE MOST INTERESTED IN EXHIBITING. HOWEVER, DUE NORMAL PURCHASE PATTERN IN SCANDINAVIA OF TOTAL PACKAGE TENDERING WITH LOCAL MANUFACTURERS LIKE ASEA AND STAL LAVAL FIGURING HEAVILY, PLUS ADDED FACTOR OF CURRENT LOW DEMAND, SHORT TERM RESULTS OF EXHIBITING THIS EQUIPMENT NOT LIKELY TO BE SATISFACTORY. EQUIPMENT WHICH WOULD ATTRACT MORE INTEREST, - I.E. DESULFURIZATION, HEAT-PUMPS, HEAT RECOVERY, RADIOACTIVE WASTE TREATMENT, CORROSION PROTECTION, SECURITY DEVICES, FUEL CELLS, COAL FLUIDIZING/GASIFYING, METHANOL CONVERSION, SOLAR UNITS, UNDERGROUND CABLES -- INCLUDES PRODUCTS UNDOUBTEDLY DIFFICULT TO RECRUIT THIS STAGE OF COMMERCIAL DEVELOPMENT; CERTAINLY VERY FEW THESE PRODUCTS COULD BE PROCURED THIS END BY STC. RESEARCH IMPLICATIONS ALSO SHOW NEED FOR STRONG TECHNICAL PROGRAM DURING EXHIBITION; WOULD (A) SPECIAL ASSISTANT TO SECRETARY OF COMMERCE (DR. TUTHILL)

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AND/OR OTHER PARTICIPANTS IN NOV. 4 INTL ENERGY ENGINEERING

CONGRESS OR (B) ERDA BE ABLE PROVIDE SUPPORT SUCH A PROGRAM?

2. AS MORE NEW PRODUCTS OF SPECIAL INTEREST IN SCANDINAVIA CAN BE EXPECTED TO STEADILY APPEAR ON MARKET, DELAYING EXHIBITION EVEN A FEW MONTHS COULD BE ADVANTAGEOUS FOR PROCUREMENT. POSSIBLE PROMOTIONAL CONFLICTS OR RESISTANCE FROM POTENTIAL EXHIBITORS DUE TO ENERGIA/OSLO IN MAY WOULD ALSO BE MINIMIZED.

3. STC THUS SUGGESTS BEST SOLUTION IS TO SCHEDULE HIGH TECHNOLOGY CONSUMER GOODS FOR JUNE 1-4 PERIOD (SEPTEL REFINES TARGET PRODUCT AREAS FOR THIS MARKET); AND ENERGY SYSTEMS BEGINNING SEPTEMBER 20, 27, OR OCTOBER 4. IF APPROVE, JUNE CONSUMER GOODS SHOW WOULD BE IDEAL FOR BICENTENNIAL CONCENTRATION.

4. SECOND ALTERNATIVE WOULD BE SPECIALIZED SECURITY SYSTEMS EXHIBITION JUNE 1-4 WITH ENERGY SYSTEMS IN NOVEMBER, AND OFFSITE CONSUMER SHOW AT ST. ERIKS MASSAN (CONSUMER GOODS FAIR IN STOCKHOLM AUGUST 27-SEPTEMBER 5). THIS ALTERNATIVE SOMEWHAT LESS DESIRABLE BECAUSE 1976 ST. ERIKS CONSUMER FAIR CONCENTRATION WILL BE KITCHEN AND FOOD, EEC COUNTRIES EXPECTED TO HAVE FOOD DISPLAYS BUT JAPAN EXPECTED TO SHOW ELECTRONICS AND THE LIKE.

5. ASSUMING ALTERNATIVE PARA 3 ABOVE, WE SUGGEST FOLLOWING FY 77 SCHEDULE:  
OCT. 18-22 (1976) PULP PAPER AND CONVERTING EQUIPMENT (SEE NOTE BELOW RE OFFSITE POSSIBILITY)  
NOV 8-12 OR 15-19 SECURITY AND SAFETY.  
JAN. 17-21 OR 10-14 (1977) METALS, METALWORKING AND FINISHING (INCLUDING AN EMPHASIS ON INDUSTRIAL ROBOTS).  
FEB. 7-11 OR 14-18 COMPUTERS AND PERIPHERALS.  
MAR. 14-18 OR 21-25 FRANCHISING & QUICK SERVICE EQUIPMENT (CHECK SHOULD BE MADE THAT NO CONFLICT EXISTS WITH ANNUAL MEETING OF INT'L FRANCHISING ASSN. IN U.S.; ALTERNATIVE MONTH COULD BE OCTOBER 1976).  
APR. 18-22 ELECTRONIC PRODUCTION EQUIPMENT & COMPONENTS  
MAY 9-13 OR 23-27 ENVIRONMENTAL IMPROVEMENT (ENVIRONMENTAL CONTROL EQUIPMENT WITH ADDITIONAL EMPHASIS ON IMPROVING UNCLASSIFIED

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WORKER ENVIRONMENT FOR WHICH GOVERNMENTAL INCENTIVES ARE AVAILABLE; THIS THEME SUGGESTED IN LIEU OF LASERS AND ELECTRO-OPTICS WHICH HAS CONSIDERABLE AGENT AND END-USER OVERLAP WITH ELECTRONICS AND TO CERTAIN EXTENT WITH METALS).  
SEP 19-23 OR 12-16 HIGH PERFORMANCE MATERIALS.

6. MARKET RESEARCH SHOULD BE SCHEDULED AS SOON AS POSSIBLE FOR FY 77 THEMES.

7. STC BELIEVES PULP AND PAPER WOULD BE VERY SUITABLE THEME  
TO BEGIN ROUND OF OFFSITE EXHIBITIONS IN OTHER SCANDINA-  
VIAN COUNTRIES. HELSINKI PROVIDES ADVANTAGEOUS LOCATION;  
CENTRAL LABORATORY OF WOTD PRODUCT INDUSTRY HEADQUARTERS  
THERE INCLUDES NOT ONLY EXHIBITION SPACE BUT A FUNCTIONING  
DEMONSTRATION PROCESSING PLANT IN WHICH NEW EQUIPMENT CAN  
BE TESTED IN ACTUAL SITUATION. EMBASSY HELSINKI AND STC  
WILL EXPLORE THIS POSSIBILITY WITH OCTOBER 1976 AND MARCH  
1977 IN MIND.  
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